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DONALD L. CHAMPAGNE
PRIMARY EXAMINER

Fax Cover Sheet

Date: 29 Nov 2005

To: Kenneth T. Emanuelson, Esq.	From: Donald L. Champagne
Application/Control Number: 10/783,977	Art Unit: 3622
Fax No.: 214-363-8177	Phone No.: 571-272-6717
Voice No.: 214-363-4266	Return Fax No.: (703) 872-9306
Re: 1405-1066	CC:
<input checked="" type="checkbox"/> Urgent <input type="checkbox"/> For Review <input type="checkbox"/> For Comment <input type="checkbox"/> For Reply <input checked="" type="checkbox"/> Per Your Request	

Comments:

Following, as per your request in my voicemail yesterday evening, is page number "5" from the Office action mailed on 2 November 2005. Our electronic record copy also is missing said page "5", and contains two copies of page number "4". I agree that that doesn't quite compensate for the missing page "5".

Number of pages 2 including this page

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Art Unit: 3622

the art, at the time of the invention, to add this limitation to the teachings of Witek et al., Iribarren and Lubachevsky.

16. Witek et al. also teaches (claims 5, 10, 15 and 20) executing a search of said advertising system (col. 20 line 63 et seq.).
17. Claims 4, 6, 7, 9, 11, 12, 14, 16, 17, 19, 21 and 22 are taught at the citations given above.

Conclusion

18. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Donald L Champagne whose telephone number is 571-272-6717. The examiner can normally be reached from 6:30 AM to 5 PM ET, Monday to Thursday. The examiner can also be contacted by e-mail at donald.champagne@uspto.gov, and *informal* fax communications (i.e., communications not to be made of record) may be sent directly to the examiner at 571-273-6717.
19. The examiner's supervisor, Eric Stamber can be reached on 571-272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.
20. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).
21. **ABANDONMENT** – If examiner cannot by telephone verify applicant's intent to continue prosecution, the application is subject to abandonment six months after mailing of the last Office action. The agent, attorney or applicant point of contact is responsible for assuring that the Office has their telephone number. Agents and attorneys may verify their registration information including telephone number at the Office's web site, www.uspto.gov. At the top of the home page, click on Site Index. Then click on Agent & Attorney Roster in the alphabetic list, and search for your registration by your name or number.